

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KSWB - San Diego	Date: 10/18/12
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I, BERNADETTE SAMSON

do hereby request station time concerning the following issue:

Prop 37 (via Yes on 37 For Your Right to Know if Your Food Has Been Genetically Engineered)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	VARIOUS	VARIOUS		VARIOUS	

Total Charges: \$ 48,025

This broadcast time will be used by: Yes on 37

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Yes on 37 For Your Right to Know if Your Food Has Been Genetically Engineered

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

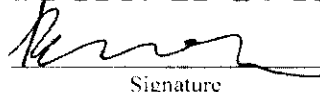
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/18/12

Date



Signature

415-834-0501

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	VARIOUS	VARIOUS		VARIOUS	

Total Charges: \$ 48,025

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad is Political, Relates to an Issue of Public Importance, or
Refers to But is Not Authorized by a Candidate)

CONTRACT NO. _____

1. THE CONTACT PERSON FOR THE PURCHASER IS:

NICK VOJDANI

Name

250 SUTTER STREET, SUITE 250

Address

SAN FRANCISCO, CA 94108

City, State zip

415-642-2340

Phone Number

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:

Chairman: Grant Lundberg

Vice Chairman: Dave Murphy

Treasurer: Stacey Owens

Secretary: Dave Murphy

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate: _____
- b. The candidate seeks election to the office of _____ in
the O Primary Election, O General Election, or O Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue: Prop 37
- b. The Purchaser: Yes on 37 For Your Right to Know if Your Food Has Been
Genetically Engineered

NOTE: If the ad relates to an issue of state or local (not national) importance and does not
refer to a candidate, only this Form should be filed in the Political File. Do not file the Order.